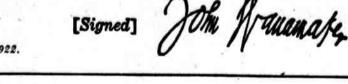
If It Is Good, It's at Wanamaker's—a Safe Guide for a Big City

The Systems of Commerce and Trading Benefit Humanity

Every man has the privilege of securing for himself by money, work or exchange of products such things as contribute to the convenience and comforts of life.

Such amiable commercial transactions promote good-will and draw nearer together the nations of the earth by friendly endeavors to find use and profit in almost everything that the mother earth and its people produce.

July 10, 1922.



Fashionable New Capes of Tweed and Wool Eponge

Immense circular capes, the sort that are ideal for traveling by sea or land because they are so simple

and so big and one can roll up cozily inside them. Each has a novel collar fastening with a strap, a long armslit and a

a famous maker. The eponge capes are in rust color. marine blue, beige and white, and are priced \$47.50; the tweeds are in tans and grays, some with over-

plaids, and cost \$37.50. (First Floor)

Hand-Embroidered Blouses, Special, \$4.85 and \$6.50

Exquisitely fine voile and the beautiful embroidery tells in a moment that they are imported.

As a rule the entire fronts are hand embroidered with insets of lace and hand-drawn work. Usually the opening is on the shoulder or in the back. The neck is round and cut rather low with scalloped edge, one style only having a collar.

The sleeves are short, because many women are asking for shortsleeved blouses for warm weather. (Third Floor)

Tailored Silk Undergarments

curved pocket, and each comes from

Women's heavy crepe de chine chemises, envelope styles. tailored with camisole tops and shoulder straps. The price is \$5.50.

Tailored nightgowns of the same material with long V necks and Georgette bindings are marked \$10.50.

Both are in pink, white and

(Third Floor)

A New Fashion Note for Women Is the Moire Silk Hat

There is in it a hint of late Summer and early Fall when women will turn from straw to fabric hats.

Paris has been showing a liking for moire silk and moire ribbons for some time.

The new hat is a welcome change for many women who are looking for something different to wear with traveling costume.

The Millinery Salons are showing a number of delightful shapes

Letitia Corsets of

Imported Elastic

Made of a close-woven surgical

webbing, extremely comfortable at

all times and especially for golf or

A slip-on model with clasp front

A laced-back model for average

And one that is practically all-long

skirt with almost no top, at \$10.50.

(Third Floor)

tennis, because of the flexibility.

and closed back is \$6.50.

figures, low cut, is \$8.50.

made entirely of moire silk in navy blue, black or white, or of taffeta with moire trimming.

They are soft, becoming hats, extremely light on the head and priced \$20 to \$28.

(Second Floor)

Announcing Y. W. C. A. Girls' Reserve Uniforms

The Wanamaker Store is the sole agent in Philadelphia for the sale of Reserve Uniforms.

The middles are of white jean, are made with the initial G. R. on the sleeves and the price is \$2.50; the pleated skirts are of dark blue Palmer linen and priced \$2.65.

Ample blue silk ties, also with the letters G. R., are \$1.50. (Third Floor)

Fancy Silk Nets -Special

400 yards of various nets suitable for sleeves, yokes and entire dresses; colors: navy, brown and black; price, \$1.50 a yard-which is little indeed. (Main Floor)

White Beads for **Sports Wear**

Plain, carved and cut-the last named being imitation crystal; some of the beads oval and some round and all graduated.

Prices, 50c to \$4.50 a string. (Main Floor)

Women's Leather **Belts Arrive From** England

Smart sports belts of a fine leather and even the buckle is leather covered. They are in the natural tan or gray suede, one inch and an inch and a half wide.

Particularly nice for sports dresses, skirts or even coats, \$2.25, \$2.50 and \$2.75.

ness and simplicity; the silk being

in pleasant shades of light brown,

dark and lighter blues, white and a

The coats are varied-some with

long lapels and big buttons closely

set, some with Tuxedo collars, and

Perfect for Summer traveling and

general wear, since they can be used

with sheer lingerie waists or no

waists at all, but merely ruffled

Sizes 34 to 44 in the lot.

Price, \$25.

silvery gray.

some box style.

fronts.

"Streamline" Elgin Watches Arrive for Men

That is the thin model Elgin watch which so many men ask for when they have to replace the old

The "Streamline" Elgin watch is an especially good timepiece. In fact, we believe is to be the best at the price. With the name it bears it could hardly be otherwise.

In beautifully made cases of 14 kt. gold, some white, others green gold, the 17-jewel movement is \$100 and the 21-jewel movement is \$175. (Main Floor)

Two Lamp Items of particular interest are:

Mahogany-finished boudoir lamps, ten inches high, and complete with silk shades at \$3.

Mahogany boudoir lamps, eleven inches high and decorated with flowers at \$2.25. Silk shades for them. \$1.50 to \$3.50.

(Fourth Floor)

Taking a Shower Bath Without Wetting the Hair

is so easy with a lateral spray shower that many women are enjoying one every day.

Really the practical shower for the home-no upkeep and little original expense. It just attaches to the bathtub

spigot, four sprays douse the body coolly and invigoratingly, but do not splash beyond the tub And the cost is only \$8 or \$14.

depending upon the size. (Fourth Floor)

Patchwork Quilts

The modern form of the old-fashioned quilt. White grounds with rose or pink squares set on in several designs. \$13.50 each. (Sixth Floor)

New Shipments of Tub Silk Broadcloth in Pastel Shades

The favorite shades of delicate gray, mauve, leghorn, blue, beige, pink and flesh color.

Men who like distinctive garments are choosing them for But, of course, the major use is for charming Summery frocks,

either all of the one color or combined with harmonizing stripes. 32 inches wide and priced \$2.50 a yard. (First Floor)

The Regilding

of picture and mirror frames is a good thing to have done in the summer while the apartment or house is closed.

The Wanamaker Picture Store will send for and store such things until time to return them in the Fall.

(Fifth Floor)

A Shirt That Is Made of the Fabric Custom Makers Use

is here for \$4. A mighty little price for a mighty good shirt. Scotch batiste is the material—as light and sheer and cool almost as a handkerchief.

Speaking of color, a man can satisfy most any whim among these shirts. Some are of the darkest of dark grounds with light stripes, others have white grounds striped in colors.

(Main Floor)

It Is Easy to See "Somebody Loves a Fat Man"

Just a look around will show it—will show that everything under the sun (and under the sun is a mighty uncomfortable place to be nowadays) has been done

To Make Him Comfortable

For a great part of a fat man's comfort depends upon the way he dresses and a great deal of his trouble in dressing the way he would like to is getting what he wants.

All of which goes to make the Wanamaker Men's Store a regular "name it and you can have it sort of a place" for all the men who have grown a little more than the other fellows have.

It doesn't make much difference how he has grown—long and broad, or just broad or frontwards—it's almost a set fact that he is going to get a suit that fits to a "T." Especially the man who wears a coat from 44 to 50.

Most likely it will be a tropical suit, for it means comfort in the days of a stout man's distress—but it needn't be, for there are any number of three-piece Summer suits that will fit just as well.

Tropical suits are priced \$18 to \$32. Three-piece Summer suits, \$35 to \$50.

New Linen Pillow Cases—\$3 a Pair— Special

Pure linen hemstitched pillow cases, of a particularly desirable grade, woven from good, uniform flax yarn and finely bleached. Size, 221/2 x36 inches.

Linen Bolster Cases at Half

Hemstitched, pure linen bolster cases, size 22x54 inches, for single beds, a special lot at half the usual price. Now \$1.75 each.

Charme d'Amour-

A New and Dainty

Toilet Soap

Made to our order, for those who wish as fine a soap as can be pro-

Every ingredient is the purest, and the compounding is perfect.

The delicate perfume which makes

it so especially pleasing is our own famous Queen Mary Charme

Unlike every other soap of such fine quality, it is not costly. In dainty French wrappers and boxes, the price is but 35c a cake, or a box of three cakes for \$1.

Ask for the new Queen Mary Charme d'Amour soap.

(Main Floor)

Colors and Designs

9 x 12 ft.\$13.75

7.6 x 10.6 ft.\$12.50

6 x 9 ft.\$9

(First Floor

What Would a Man's Vacation Be Without Sports Oxfords?

No use talking, men are wearing them everywhere. And men everywhere are saying the best sports oxfords-the two-tone style -at anything near the price, are at Wanamaker's.

Two kinds to choose from at \$6.40.

One of smoked horse, which is sand color, trimmed with dark mahogany tip, saddle at instep and heel foxing. The other is tan calf with dark mahogany trimmings.

Colored Pongee Suits for Women. \$25 Sample suits of a charming cool-

There are 100 quart bottles at \$2.50

bottle rests in a shock absorbing holder contained by a corrugated nickel-plated case.

strains of outdoor use.

(Fourth Floor)



If a Silk Bag Is Dark It Ought to Be **Daintily Shaped**

Then it is perfectly fine to carry with the crisp Summer dresses, no matter what color they may be.

By way of illustration, a new silk bag has arrived in an odd little gathered pouch shape-perhaps smaller than usual-and the top is brightened by a gilt filigree frame.

The material is the rich French silk, beautifully patterned with striped or blocked or figured moire effects. Navy and black are the

The price is less than the manufacturer asked at wholesale earlier in the season—\$3.

Within, some of the bags have an-

Some of the Best **Imported Cotton**

are included, in striped and checked patterns; and in good shades of gray, blue, violet, brown, pink, red, green -either the color on white or in two-

All 38 inches wide and as smart as when they were higher priced. (First Floor)

other frame for a purse, while all are handsomely silk lined and dangle from silk handles.

English Silk

Bathing Caps That is what a great many women think. Nowhere else are there such

designs.
Of course there must be a rubber

(Main Floor)

200 Vacuum Bottles of the Best American Make Are Specially Priced There are 100 pint bottles at \$1.50

Perfect bottles in every respect and splendidly made. The

The metal is non-rusting and is built to stand the bumps and While they last the saving is worth while.

Oliver Twist Suits Become a Small Bou

Manly little suits with the rousers buttoned to the blouse. Needless to say, boys love them. All are in wash materials and the way they are made makes them easy to launder. The trousers, which have to stand the hardest wear, are of colored or white poplin, chambray or pique; the blouse of cool white dimity, poplin or madras with ruffled or plain collar and cuffs. Two to five year sizes, \$2.25

(Third Floor)

to \$5.50.

Kitchen Conveniences

Butter paddles, 10c and 15c

Bread boards, 50c to \$1. Slaw cutters, 25c and 90c.

Salt boxes, 65c. Towel racks, 25c to \$2. Rolling pins, 50c to 65c.

Pastry boards, 65c to 90c each, according to size.

Wooden sink racks, 50c to Galvanized wash tubs, \$1.20

to \$1.40. Self-winding clothes lines,

Handy clothes pins holders,

White enameled shoe-polishing boxes, \$4.25.

Wooden tables, oak or white

enamel, \$6.75. (Fourth Floor)

New Shipment of Golf Clubs-

Special at \$2.25 Each Excellent, new clubs, just received. Made expressly for the Wanamaker Sporting Goods Store, and offered at an exceptionally low price.

The assortment includes brassies, midirons, mashies, niblicks and putters. (The Gallery)

China Tea Sets, New and at Half-\$5 a Set

Of fine Nippon china in pretty gold and floral decorations. Sets of 23 pieces, comprising six

cups and saucers, six plates, sugar and cream set and tea pot. Special purchase from an importer and marked to sell at half the usual price.

19 Barrels of Colonial Glass Tumblers—Special at 45c a Dozen

Of good quality glass, full size and in the Colonial shape. Special at 45c a dozen.

Among the Rugs in This July Clearaway Are Some of the Finest for Summer

Finest in weave and material, finest in color and pattern. There are rugs from China and Japan, rugs from Belgium or the better American rugs.

Of course, sizes are not complete in any pattern, but there is hardly a pattern that has been in demand during the season but what is included. Fiber Rugs in Desirable Rag Rugs Heavy Rush Rugs

9 x 12 ft.\$23.50, \$26.50, \$42

8 x 10 f_h\$21.50 An unusual special A a 9x12 ft. Rush Rug at \$15.

Women's New Black Suede Slippers at \$12 One of the most convenient items

Summer outfit can contain. With light afternoon frocks or dark crepe gowns they look equally well. Always soft and restful to wear, and small and dainty in appearance. The new ones are on a modified

rather rounded toe. They have one nstep strap, Spanish heel, light turned sole, and are finely made in every particular.

French last, with short vamp and

Ratines Drop to \$1.25 Because they have been among the

"best sellers" there is only a piece or so of a kind. Both French and English weaves

Handkerchiefs Are Prettiest of All on

wonderfully rich colorings or such beautiful Paisley and East Indian

cap underneath, but the silk square is large enough to permit its being tied in a variety of becoming ways. The squares are \$2.75 to \$6.50